



# Director's 2025 Year End Review

**Presented by Cylenthia Hoyrd, OBO Director**

John Whitmire, **Mayor**

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## Mission

The Office of Business Opportunity (OBO) is committed to cultivating an inclusive and competitive economic environment in the City of Houston by promoting the success of small businesses and developing Houston's workforce, with a special emphasis on historically underutilized businesses and disenfranchised individuals.

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## Vision

OBO's vision is to eliminate systemic barriers to prosperity and economic opportunity in the Greater Houston region.



# Office of Business Opportunity Director

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- Focus & Priorities
- Wins & Accomplishments
- 2026

# MWSBE Awards Q1

39%

- All - \$487,042,664 (goal-oriented)
- MWSBE - \$191,921,099
  - Black owned – 41%
  - Hispanic owned – 24%
  - Native American – 11%
  - Caucasian Women – 10%
  - Asian - 4%
  - Other – 9%



<https://houstontx.gov/obo/reports/FY2026-MWSBE-Awards-1st-Quarter.pdf>

# Focus & Priorities



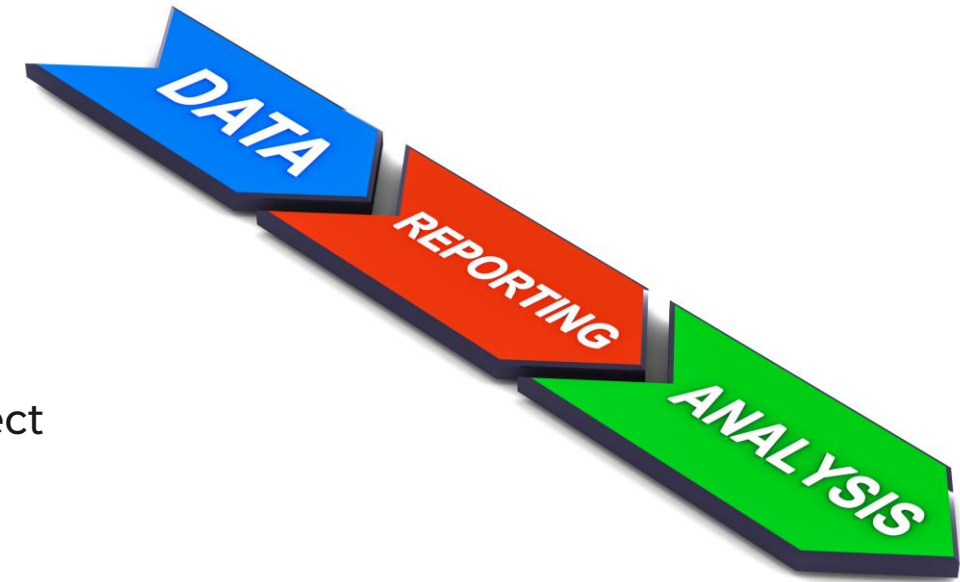
- Increased community engagement
- Offer more avenues for access to capital
- Increase transparency of the department
- Adopt a new Disparity Study
- Adopt an amended Ordinance
- Training internal and external stakeholders
- Scrubbing the certified directory
- Clearing the certification backlog
- Streamlining the certification process
- Updating department policies and procedures
- Creating Contract Compliance SOPs and Training
- Administrative Manual
- Employee Manual
- On-boarding and Off-boarding Process and Manual
- FAA compliance for the DBE and ACDBE programs
- Advisory Board engagement



# Wins & Accomplishments

## Data & Reporting Unit

- Finalizing the Disparity Study
- Collaborating with HITS to begin our data improvement project
- Enhancing B2GNow by adding OBO customizations
- Streamlining our MWBE Awards Report
- Drafting our new reporting dashboard for the website
- Collaborating with all departments to closeout old contracts



# Wins & Accomplishments

## Contract Compliance Division

- Updated policies and procedures
- Created SOPs
- Standardized training materials
- Optimizing LCP Tracker
- Migrating to SharePoint
- Upgraded the production reporting
- Creating new robust and specialized modules in B2GNow
- Streamlining the Closeout process
- Establishing a collaborative relationship with HPW and HPW OBO





## Wins & Accomplishments Certification Division

- Updated Pre-Certification workshops
- New modules for certification processing
- Incorporation and training of new staff from SPD
- Reduced application backlog - processing over 350 applications to completion in less than 90 days
- Reduction of the renewals backlog
- Streamlined processes for applications
- Development of new PNW and VOSB modules



# Wins & Accomplishments

## External Affairs Division

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calling  
all small  
business  
owners...

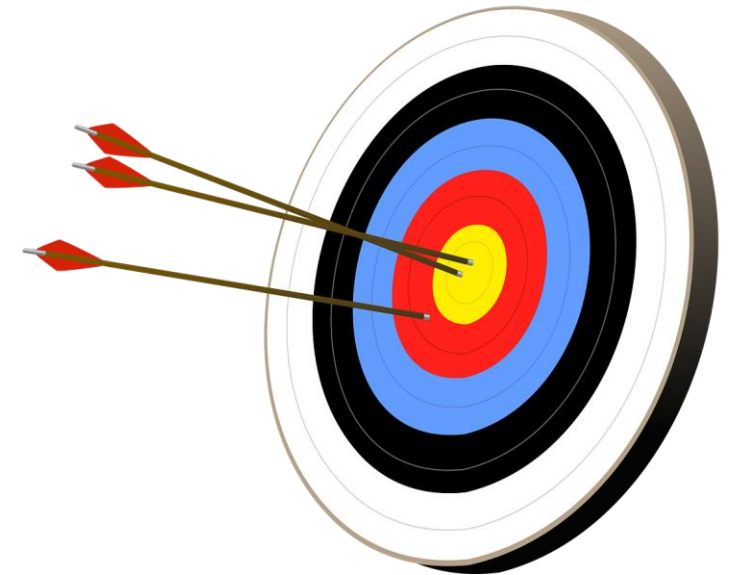
- Addition of LGBTQ Community Engagement position
- Re-established Bonding 1.0 – Graduated 16 business owners
- Bonding 2.0 success – Graduated 23 business owners
- Successful IMPP – Graduated 20 business owners
- Pillars for Success – Graduated 25 business owners
- A “new” Champions of Diversity model – over 200 attendees – fundraised \$41K
- Creation of a successful Future Founders Program with District F- CM Thomas
- Coffee and Contractors with District I - CM Martinez
- Financial Symposium with At Large - CM Davis
- Incorporating Qualtrics for the new CRM
- Turnaround Job Readiness Fairs 1,135 attendees
- Director’s Community Meetings for Chapter 15 (12)
- Director’s Council Engagement (42)
- New “Meet the Primes” - over 300 attendees
- Expanding “Meet the Buyer” event - over 700 attendees

# Wins & Accomplishments

## Department Services Unit

- Developed comprehensive training and exam for Contract Compliance
- Developed training materials for Chapter 15 updates
- Maintaining the flow of contract reviews within 10-day timeframe
  - Goal Waivers: **318**
  - Contract-Specifics: **135**
- Mediations for subs and Primes
- Drafting updates for Goals2Go
- Trainings (Group/One on One): **12**
- Trainings (Chapter 15): **24 workshops / 733 firms**

## GOAL SETTING



# New Programs





# NEW PROGRAMS



**Veteran and Disabled Veteran Owned Small Business**

**Personal Net Worth Cap on M/W/S/VBE**

**Certification Flexibility for Disabled Business Owners**

**Removal of Construction SBE Cap**

**Expansion of SBE to All Procurement Categories**

**Mentor Protégé Program**

**Small Business Hub / Small Business Reserve / Contractor Rotation**

**New Participation Caps**

# MWSBE Participation

- Federal precedent allows jurisdictions to establish **aspirational goals** even when no statistical disparity exists, provided the goals reflect market availability, promote inclusion, and do not constitute rigid quotas (Croson, 1989; Engineering Contractors, 1997).
- The methodology used in this justification follows the study's disparity index and significance testing framework, but pivots toward **availability-based aspirational goal-setting**—an accepted practice under **narrow tailoring** principles and relevant judicial guidance (Paradise, 1987; Kossman v. City of Houston, 2016).
- MWBEs combined have substantial and statistically significant disparities in all categories

Business Ownership Classification	ALL	CONSTRUCTION	PROFESSIONAL SERVICES	OTHER SERVICES	GOODS
Black Americans	FULL	FULL	FULL	FULL	FULL
Asian Americans	FULL	FULL	6%	FULL	FULL
Hispanic Americans	FULL	16%	7%	FULL	FULL
Native Americans	FULL	FULL	FULL	FULL	FULL
Total MBE Firms	FULL	FULL	FULL	FULL	FULL
Non-Minority Women	FULL	FULL	FULL	FULL	8%

**BOLD** Indicates a substantial level of disparity, which is a disparity index below 80.00.

**\*Disparity\*** indicates statistically significant.

# 2026

- New Website with Dashboards
- Reduced Certification Timeline to 90 days
- Implementation
  - VOSB Program
  - DVOSB Program
  - New goals setting model
- Re-establishing DBE Participation
- Community Education
- Contractor Rotation Program
- Small Business Reserve
- Small Business HUB
- Mentor Protégé Program

**PLANS FOR  
2026**



# 2026

- MWSBE / VOSB Program Roll-Out
  - March 1, 2026
  - delays in programming
  - Federal Proceedings
- DBE Program Roll-Out
  - April – May 2026
  - TxDOT Leading the Re-certification
- HUB Program
  - MOU is void
  - No longer processing

A photograph of a spiral-bound notebook with lined pages. The notebook is open, and the right page is visible, showing the text 'PLANS FOR 2026' written in a large, bold, black, hand-drawn font. The spiral binding is on the left side of the page. The background is dark.

**PLANS FOR  
2026**





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# Thank You

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